

**UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY**

BANXCORP,

Plaintiff,

v.

BANKRATE, INC.,

Defendant.

Civil Action No. 07-3398 (SDW)(MCA)

**NOTICE OF
APPEARANCE**

The undersigned, Lawrence C. Hersh, hereby enters his appearance as counsel for Plaintiff BanxCorp in the above-captioned matter. The undersigned requests that all parties and interested persons serve copies of any and all papers, notices and correspondence on the undersigned at the address listed below.

Dated: Rutherford, New Jersey
January 6, 2011

By: s/Lawrence C. Hersh
Lawrence C. Hersh
17 Sylvan Street, Suite 102B
Rutherford, New Jersey 07070
Telephone (201) 507-6300
Facsimile (201) 507-6311
lh@hershlegal.com
Counsel for Plaintiff BanxCorp